CASE STUDY

Ti

An $80B multinational FMCG organisation undergoing a digital transformation builds & launches multiple enterprise analytics & data science hubs worldwide

THE PROBLEM

The organisation was going through a major transformation, moving from B2B to direct-to-consumer, entering a new product category into consumer electronics. Their vision with their new electronic device was to connect to a digital platform and make utilization of the consumer data. The transformation created a need for data analytics & science talent to drive the design, the implementation and security of the infrastructure and make use of consumer data for the organisation's future strategy.

The client recognized the need to launch a large-scale recruitment effort to build a pipeline of ready-now and ready-later global Enterprise Data Analytics and Science talent. The goal of the project was to improve their employer brand in the data science community since they were not recognized or preferred as a top employer of choice.

THE SOLUTION

TI deployed a multi-channel and non-traditional recruitment approach which covered a wide range of sourcing channels including social media targeted at tech talent, digital tools and plug-ins and forming a partnership with the function to talk product and recruit at major global conferences.

TI created and implemented a Recruitment Playbook to unite the regions in one unified process. This playbook covered the processes for sourcing, interviewing, assessment, evaluation and offers. TI researched and set the standard for candidate evaluation with a standardized checklist that was comparable and transferable between geographies.

TI delivered analytics to the client via dashboards, which could be discussed in real time during regular team meetings and drive progress.

THE RESULTS

Over a 3 month engagement, data science hubs were set up in Switzerland, Poland, the Netherlands and Japan.

The assessment process designed and created, hiring times were reduced, interview scores became transferable between locations and ensured the same caliber of talent was hired in each location, candidate experience was positive. With the standardization of the hiring process and the collaboration between the hubs and business units, the client transformed from a siloed, local to a global model.

This project accelerated the client's employer brand in the data science / IT sphere and the client rolled out a company profile on Stack Overflow and GitHub as well as implemented a digital referral program for engineers.

3 YEARS

4 GLOBAL HUBS

90% HIRES VIA TI

20+ HIRES